

Cheat Sheet: Editorial Style for Campus Calendar Events

- Leave only one space after a period (or question mark, exclamation point, quotation mark — whatever punctuation ends your sentence).
- Clark’s style is to use the serial (or Oxford) comma, included after the penultimate item in a list of three or more items, before “and” or “or.” This decision was made to ensure clarity in all cases.
- Capitalize and spell out formal titles such as president, dean, provost, chair, professor, etc., only when they precede a name. Lowercase elsewhere.
 - Dean of the College Betsy Huang will speak at this reception. Betsy Huang, dean of the college, led the meeting. The dean approved the measure.
 - Professor Karen Frey will discuss her Arctic research. Karen Frey, professor of geography, is the main speaker at the event.
- Academic subjects are not capitalized unless referring to a language.
 - She teaches chemistry. Her research is in screen studies. The student majors in environmental science. He teaches English. The students majored in Spanish.
- Academic department names are capitalized.
 - This event is sponsored by the Visual and Performing Arts Department.
 - The English Department hosted the lecture.
- If you must refer to a time or date in your event description (to refer to a later event only, not the current event):
 - Times
 - Use a.m. and p.m., lowercase, with periods.
 - To avoid confusion, always use “noon” and “midnight” instead of 12 p.m. and 12 a.m. (And **never, ever** write “12 noon” or “12 midnight.”)
 - 8 p.m., not 8:00 p.m.; 11 a.m., not 11:00 a.m.
 - If using a.m. or p.m., do not also use “this morning” or “this evening.”
 - Dates
 - Always use Arabic figures (1, 2, 3, etc.) **without st, nd, rd, or th**. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out months when using alone, or with a year alone.

If necessary, Marketing and Communications staff may edit your event posting for style and grammar.